

SPECIAL REPORT ~~\$97~~

FREE!

3 Big Ways To Monetize Social Media

Without Pissing
People Off



Perry Belcher

Perry Belcher's

3 Big Ways To Monetize Social Media

Without Pissing People Off

YES! You can make money with social media. I'm PROOF! I make an absolutely ridiculous amount every month with Twitter, Facebook, YouTube and the other social media platforms but...

SAD FACT: 99% Marketers will NEVER make a nickel in social media and you never will either unless you pay close attention right now.

So why can't even seasoned marketers seem to make money using social media?

Simply put, it's because they ARE seasoned.

They're all stuck in a rut and using old and out-of-date techniques that simply don't work in this brand new marketplace.

The fact is, EVERYTHING in social media is different.

They don't understand the basic principles and unwritten rules that govern this space.

But I do.

Look...

For the last year I have had my **nose buried in social media**. Twitter, Facebook, YouTube etc...80 hours a week or more, studying, testing analyzing trends and data and...

In That Time I Have Built a True ARMY of 130,000 Supporters & Fans...FREE!

Over 100,000 followers on Twitter alone plus 30,000 more on sites like Facebook, YouTube and MySpace. **ALL FOR FREE!**

This has done **THREE big things** for me...

1. Given me respect of my peers as an **“A” list marketer in just 9 months** (so everybody returns my calls and emails now)
2. Cemented my position as **the leading expert in** my field, **social media** marketing. (It could be anything.)
3. Made me a hell of a lot of money both directly and indirectly...as much as **\$1 per follower per month**. (You do the math.)

Seriously, that's my goal...\$1 per follower per month...and I hit it most months.

So how do I do it without pissing everybody off?

I have tested over 40 tactics for making money with social media and have honed those down to around 10 that work all the time without ruffling many people's feathers.

SIDE NOTE: *A few of the failed tests lost me a ton of followers and one got me banned from Facebook for a little while, so be CAREFULL!*

But while I was testing all those different social media monetization tactics, I stumbled across a major “AH-HA!”...

My Big “Ah-Ha”: Oprah Can Sell Fords or Fritos



Social media is just that...MEDIA!

It's like owning a magazine, a newspaper or a TV show. While Oprah is into books and celebrities, she can sell anything because people know, like and trust her.

While ESPN is all about sports they can still sell Trucks, Sham-wows and M&M's.

Why?

People are people. Whatever your niche, you'll have followers who are excited about your primary topic, but trust me...it's not their whole life.

I sell **marketing materials**...that's my most visible business these days. But I also sell books, T-Shirts, electronics, dating advice, **chalkboard paint** and a bushel of other products **TOTALLY** unrelated to my core focus.

And these extras make up 40% of my revenues from social media.

40%!!!

And it's all thanks to a little trick I learned...

A Sales Pitch In a “Content Wrapper”

Here's the “**Big Idea**”: NEVER...and I mean NEVER...send a direct sales message to your social media list (i.e. Twitter followers, Facebook friends, etc.) that doesn't filter through a content element.

In other words...

DON'T tweet to salesletters, and...

DON'T tweet to squeeze pages

...instead, send people to videos, reviews, trials, webinars, etc.

People want what **YOU** want. That's why they are following you. So if you wrap all your promotions around a little piece of content that's 100% you, they won't care (or even notice) that you're trying to sell them something.

If all this seems confusing right now, don't worry, because I'll give you some examples later on in this report. For now, the big thing I want to get across to you is that you need to...

Protect Your Audience With an Iron Cage

Your audience will trust you until you give them a reason not to.

NEVER send garbage to your list. Not even once. This is a sure-fire recipe for disaster.

Even if your biggest hero in the world asks you to promote their widget, review it first.

Your social media reputation has a HUGE value and this party is just getting started.

Remember, **EVERYTHING** is being archived. Your great grandchildren are going to see what you wrote, recorded or designed.

I guess what I'm trying to say is, you need to...

Really Care About People!

This sounds simple, but most marketers miss it. Listening to people is great, but genuinely **"giving a shit"** is much better.

Never refer to your followers as sheep, buyers, customers, etc.

These are your friends who occasionally buy something from you, and like a good friend you want to see them get great value. Get it?

I'm sorry if I sound like a broken record, but sincerely caring about your social media fans and friends is the first step to making money with social media.

You can't be cynical and you can't fake it.

You need to give a damn...it's as simple as that.

Ok, now that I've firmly beat that dead horse, **let's dive in and talk about some of the "content wrapping" methods I'm using right now to monetize social media...**

Social Media Monetization Method #1: Pre-Affiliate Videos



With a pre-affiliate video, all you need to do is record a short content piece that points out a big idea of the product or service you're trying to sell.

In this example I made a video for my buddy, Ryan Deiss', Continuity Blueprint launch titled **"What is a Continuity Program"**, since I found that a lot of people were asking that very question.

SIDE NOTE: Answering a commonly-asked question is one of the easiest and best sources of pre-affiliate content.

Here's all I did...

I recorded a quick 4 or 5 minute video, embedded it into my blog over at:

<http://perrybelcher.com/blog6/2009/04/02/what-is-a-continuity-program/>

Then I tweeted to the blog and linked it in my Facebook profile, which resulted in **2500 views** to my cheesy little 4-minute video.

See that cool little link under the video? You guessed it, my affiliate link.

When the dust settled on this promotion, my affiliate commissions (not sales, but bankable affiliate commissions due to me) totaled a cool \$22,000!

And best of all, the promotion was free, the list was built for free and I did it all without pissing anyone off.

How It Works:

Just look over the product and follow these three easy steps:

- 1. Educate:** Look over the product and convey the “Big Idea”. In this case many people didn’t even know what a continuity program was, so I chose to answer that question.
- 2. Show Benefit:** I showed people in this short video how much better their business would be if they had a monthly billing program, and I gave a brief example on the white board.
- 3. Defer to the “Expert”:** This is the biggie, and it can be hard to do if you’re used to being the expert. You want to keep in mind, however, that YOU ARE THE REPORTER. My call to action at the end of this video was to go watch the “expert’s other content” ...in this case Ryan’s other videos (via my affiliate link of course).

Why It Works:

I helped and educated my audience. My endorsement went much further than 100X more clicks would have done. My value per click to my affiliate link was almost 8X Ryan's next best affiliate, and that's because 1) I have an actual relationship with my social media friends and fans and 2) I "wrapped" my promotion in content and education.

How To Screw It Up:

Try to be more professional or slick. Social media people HATE slick. Keep it around 3 minutes and don't try to be the expert. YOU are the reporter.

Extra Tip:

Name your video the same as your blog post and 9 times out of 10 your blog post will get **indexed in Google the same day**. I can't go into the how's and why's in this report...but trust me, it works and it's an incredibly side benefit of the pre-affiliate video method.

Social Media Monetization Method #2: Micro-Review Sites

The screenshot shows a website titled 'The Widget Emporium' with a 'Reviews' logo. The main heading is 'WIDGET COMPARISONS'. Below this, there's a table comparing three widgets: 'Widget Number Two', 'Widget Number Three', and 'Widget Number One'. Each widget has a rating (stars), a 'GET NOW' button, and a list of features. The table also includes columns for Price, Creator, Has Legs, Quality, Height, and Weight.

	Widget Number Two	Widget Number Three	Widget Number One
Price	\$999.95	\$175.95	\$19.90
Creator	Vendor Two	Vendor Three	Vendor One
Has Legs	Yes	Yes	No
Quality	hand-carved features	somewhat thin veneer	poor workmanship
Height	1.70 meters	2.80 meters	1.50 meters
Weight	43.00 kilos	125.00 kilos	32.50 kilos

Micro-Review Sites are favorite way of selling hard products like electronics, books, T-shirts, tools, etc. **In fact, if you don't have a product of your own, this is one of the best ways to monetize social media.**

But the big secret here is that you need to be 100% objective and not just give products good reviews products because they pay a high commission. Remember, trust has to be at the forefront of everything you do in social media.

So if you just happen to be reviewing a group of products and one of those products is yours, don't rate it the best unless it truly is the best. And if you do rate it the best, be sure to explain why. (Oddly enough, my best review sales have come when I am somewhere in the middle.)

I like micro-review sites over big review sites, because with templates like the ones at: <http://microreviewsitetemplates.com>

...you can produce one of these babies in about an hour.

Best of all you, if you're reviewing one of your own products, you can make money even if your reader buys from your competitor! I used this tactic for years in Pay-Per-Click, and in many cases my competitors affiliate checks have paid my ENTIRE traffic bill.

The only difference is, with social media you don't have a traffic bill. ☺

This is a long-term play, and one of these sites alone won't make you rich. But once you have one, you can post it on Twitter or Facebook 10 - 15 times a month, **and each post can easily make you \$20 – 100.**

And if you have 10 of these babies...well you get the idea.

How It Works:

Just choose the products you want to review and follow these three easy steps:

1. **Educate:** Explain the features and benefits of each product and reveal at least one drawback of each...especially if you're reviewing your own product.
2. **Compare Value:** Value is not just price. It's long term benefit divided by price. Give your opinion of what's fair. In most comparisons the consumer will choose the middle of the road moderately priced option, thus my previous statement about positioning
3. **Be an Affiliate for EVERYTHING On the Page:** No matter what they choose you make \$\$\$\$\$. Even from your most hated competitors. I know it sounds crazy, but nothin' feels better than getting money from the competition...trust me.

Why It Works:

Trust. People who follow you will trust you until you give them a reason not to. You are a friend (even though they only know you through social media), so people will trust your opinion over a stranger's any day (especially if that stranger is a salesletter).

How To Screw It Up:

Get greedy, give your products a fake review or start ranking products by commission payouts (most common screw-up).

Extra Tip #1:

Add Google AdSense ads to your review pages. Get enough review sites up and running, this extra income can make a car payment or a mortgage every month. Just make sure you track your numbers, because sometimes adding AdSense links can hurt sales of the review-site products.

More times than not, however, AdSense links add extra income without effecting core sales, so adding them equals free money.

EXTRA TIP #2:

Let's say your review is about PDF software, run a search at <http://search.twitter.com> every day for people looking for PDF software (like in the image below) and then kindly send them your objective review. *BLAM...free money!*

[Advanced Search](#)

Realtime results for pdf software

0.08 seconds

[Feed for this query](#)[Twitter these results](#)

Show tweets written in:

Any Language ▾

[Translate](#) to English

Trending topics:

- [Harry Potter](#)
- [#BrazilwantsJBagain](#)
- [#HereWeGoAgain](#)
- [#JBcomebacktoBrazil](#)
- [Sotomayor](#)
- [Bruno](#)
- [Michael Jackson](#)
- [Happy Bastille Day](#)
- [#iranelection](#)
- [Brazil](#)

Nifty queries:



[deirdrereid](#): Thanks to [@NCForestRanger](#) [@eric_hoffman](#) & [@forteng](#) for fast recs on **pdf** creators - online <http://bit.ly/SKk9W> [\(expand\)](#) & **software** <http://bit.ly/vA67p> [\(expand\)](#)

13 minutes ago from [TwitterDeck](#) · [Reply](#) · [View Tweet](#)



[deirdrereid](#): Anyone know of free **software** that converts Word docs and web pages to Adobe **pdf** files?

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[andrewalmsley](#): [@danlewisnet](#) 'digital rights management' I'm afraid. Though your **PDF** creator **software** should provide option to stop save, copy, etc.

about 2 hours ago from [Pocket](#) · [Reply](#) · [View Tweet](#)



[vikramtank](#): Watching cmu present synchronicity meeting enhancement **software** <http://kridgeway.com/Synchronicity.pdf> [#msdesign](#)

about 3 hours ago from [TwitterFor](#) · [Reply](#) · [View Tweet](#)



[softwaretweet](#): **PDF-XChange Viewer 2 0 42 2 Deutsch** [mnvv2 info]: Category: **Software** Subcategory: Windows - Other Size: 15.36&... <http://tinyurl.com/npoamy> [\(expand\)](#)

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Social Media Monetization Method #3: Webinars and Teleseminars



This is how I won Frank Kern's 1965 Lincoln Continental as the #1 affiliate for MassControl 2.0. Pretty sweet ride, isn't it? Thanks again Frank! 😊

Webinars and teleseminars are my ace in the whole with social media.

Social media users are learners, leaders and influencers, so they're always starving for more information. That's why webinars and teleseminars are the ideal "content wrapping" for your promotions...

...they promise (and deliver) great content, but they're also one of the greatest selling platforms of all (2nd only to face-to-face selling).

But before we get too far ahead of ourselves, I want to make one thing very, very clear...

You DO NOT...I repeat DO NOT need to have your own products or services to host teleseminars and webinars.

There are literally thousands of people in thousands of niches that use webinars and teleseminars to sell, so again...all you have to be is **the reporter**.

In other words, all you need to do is find a person with a webinar and give them what they need most, listeners and an audience.

Just for that you can typically demand **50% of all the sales** generated on the call.

But it gets better...

While I almost never Tweet to a "squeeze" page, I regularly tweet to Webinar sign-up pages where people jump at the chance to get on my webinars by giving me...*you guessed it*...their names, email addresses and phone numbers.

Sounds kind of like a squeeze page, doesn't it? But oddly enough, in the social media world 100% acceptable.

But just in case you're thinking this won't work in your niche, here's a crazy example that will hopefully prove otherwise...

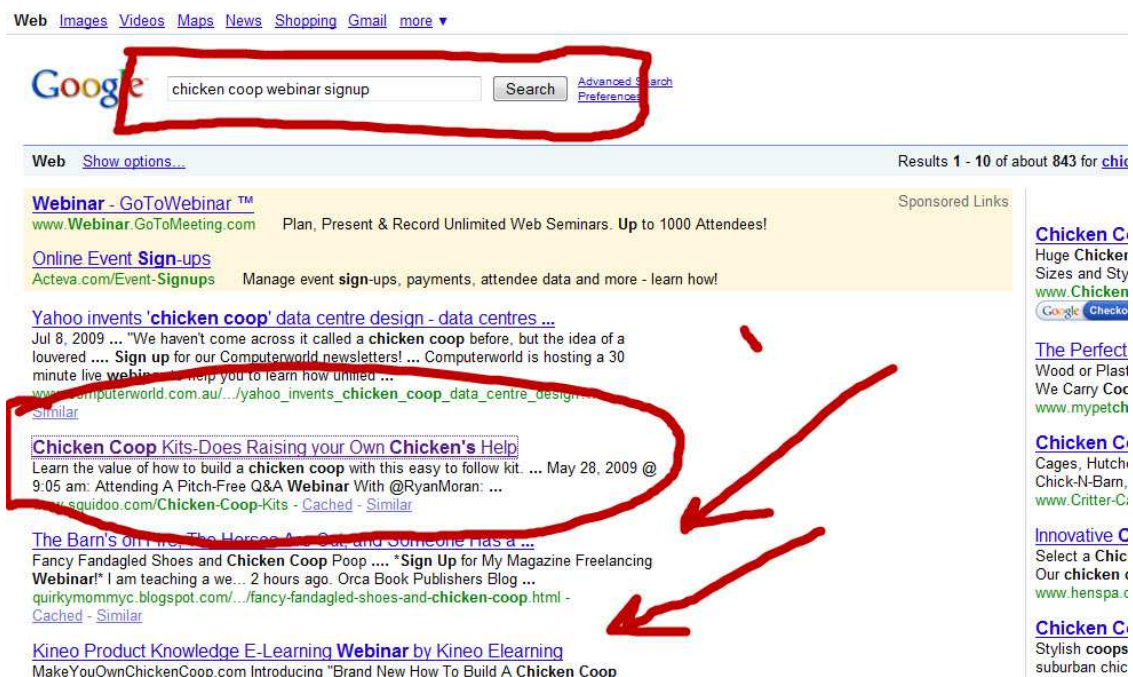
Example: Using Webinars To Sell Chicken Coups



That's a chicken coop and it's here to prove that you can make money with webinars no matter **WHAT** your niche is...

Here's the full story: I was recently coaching a client in the organic foods market, and she told me some of her people were talking about raising their own chickens in chicken coops.

I hopped over to Google, typed in "chicken coop webinar signup" and here is what I found...not one, not two but THREE marketers that do webinars about chicken coops.



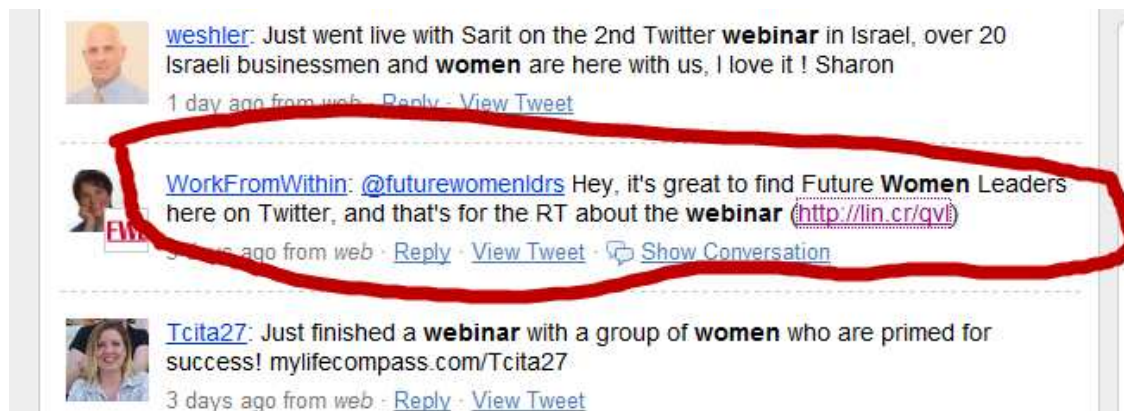
Now answer me this: If I was able to find someone doing webinars on chicken coops, don't you think you can find someone to do a webinar or teleseminars with that's related to your topic?

The answer is YES...if you're willing to look hard enough.

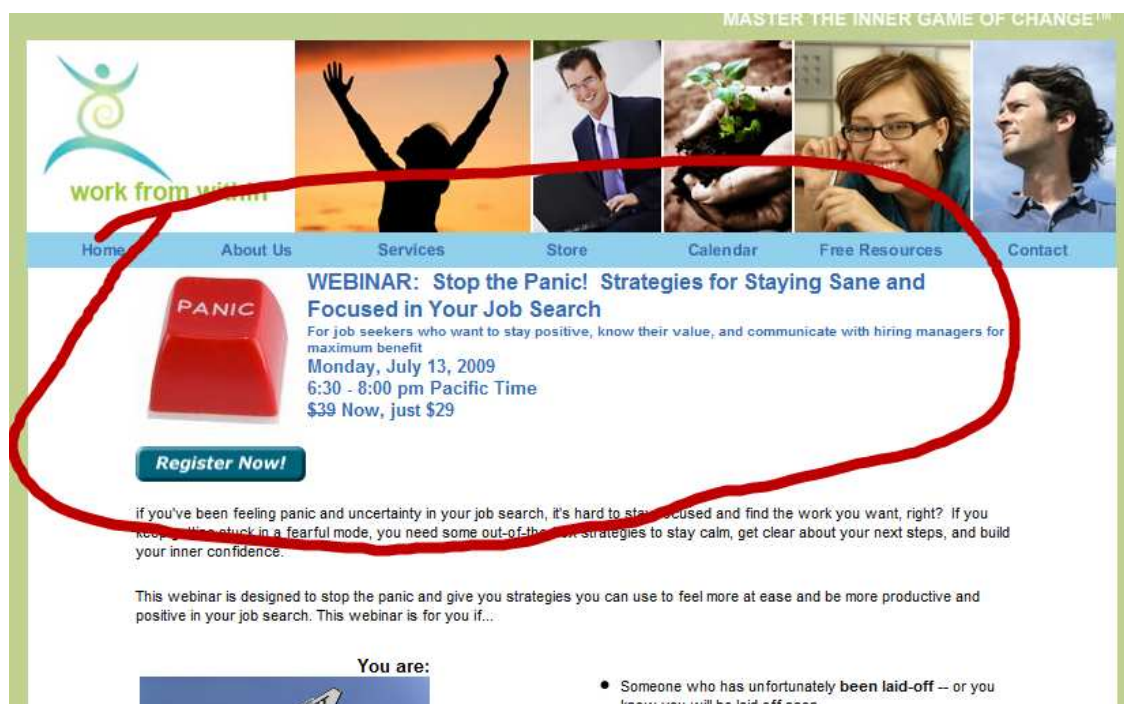
Once you've found someone who's already selling via webinar or teleseminars, here's what you need to do next...

Just contact them, let them know you have an audience and walla! You have a JV deal. Now you just need to promote the webinar or teleseminar on Twitter, Facebook and on your blog and you're good to go!

Here is an example I found for a women's leadership webinar on Twitter...



When you click the link it takes you here to the webinar registration page...



This is not the best registration page I've ever seen and I promise you my template would blow it out of the water, but that's not the point. The point is, this lady is making money, and she's not having to spend a dime on traffic because she's built up a following in social media.

And if you're hosting the webinar for someone else, all you need to do is send out a few tweets. They do all the work, but you still get half the money! *Pretty cool huh?*

That's not the best part...

***** Hidden Secret *****

Even if you're doing a webinar where someone else is providing the content, I still highly, highly recommend that YOU host it using a service like GoToWebinar.com.

GoToWebinar is very inexpensive, but the best part is that when someone registers for a webinar via GoToWebinar, those registrants are **YOUR leads!**

What I'm saying is, you can export YOUR leads directly from GoToWebinar and sell to those people forever via email, phone and text message.

Webinar registrations are my #1 form of list-building, and they're major reason I was able to build an email list from social media of over **58,500 in about 9 months.**

SIDE NOTE: Some autoresponder services such as Aweber.com do not allow importing, so I have a separate autoresponder setup with services like iContact.com and ConstantContact.com. They're more expensive, but they do allow you to import contacts in bulk.

It may seem like a small thing, but that ONE tip is worth more than just about any social media course on the market today.

But wait there's more!

I usually make an offer on the thank you page of my webinar sign ups for a \$1 trial to one of my continuity programs (but it could just as easily be an affiliate offer if you don't have a product of your own).

These offers typically get an 8 - 15% take rate, so it's not uncommon to net a few hundred (and sometimes even a few thousand) dollars in my pocket before the webinar even begins!

And again...

It's all from 100% FREE social media traffic!

Here's Why It Works:

Webinars are the ultimate content delivery device because your audience gets to hear you and your partners. It's the closest thing we have online to face-to-face selling.

Also, social media audiences are hungry to learn, so they sign up at a much greater rate than normal subscribers to an email list

Plus, it's not uncommon for webinar/teleseminars announcements to get passed around and re-tweeted, so even if you have a small following you can still generate a tremendous number of registrants just by asking your friends to re-tweet the announcement for you.

How To Screw It Up:

Don't sell something. Never, never, NEVER do a webinar or a teleseminar without making an offer at the end. Your audience NEEDS continuing education, so teach something that's "useful but incomplete" then sell a product that connects the dots.

How To Get Even More Social Media Monetization Methods...

In this report I've given you the mindset that's required to make money in social media, PLUS three (3) specific methods you can deploy to make money TODAY...even if you don't have a product.

But this isn't the end of the story...

I have actually developed ten (10) “Invisible Selling Strategies” for social media that have taken over a year to test and tweak. I’ve given you three...

...but if you want the other 7 you need to check out my “Social Media Money System”.

As I write this report, the “Social Media Money System” still hasn’t been released to the public. You can check the member’s area right now to see if it’s live yet or not:

<http://socialmediamoneysystem.com/member.html>

If it isn’t live (or if it’s sold out), you’ll want to get on the “Cut In Line” list so you can claim your copy when it’s finally released to the public.

But do it now, because I’m **only selling 500 copies**, and I promise you **THEY WILL SELL OUT** (if they haven’t already).

Either way, I hope you got a lot out of this report, and I hope it makes you a lot of money...

Talk Soon,
Perry Belcher
Creator, [Social Media Money System](http://socialmediamoneysystem.com)